

Parliament Direct #5 Mailing Profile

Attachment A

Attribute	Less					
	Total Parliament		Non-Responders (Cell 9)		Direct #5 Mailing	
	Count	% Known	Count	% Known	Count	% Known
<u>Gender</u>						
Male	107,716	39.9%	21,830	41.4%	85,886	39.5%
Female	162,205	60.1%	30,891	58.6%	131,314	60.5%
Unknown	10,333		3,844		6,489	
<u>Age</u>						
21-24	9,766	3.7%	108	0.2%	9,658	4.4%
25-34	62,229	23.4%	13,144	28.0%	49,085	22.4%
35-44	52,632	19.8%	7,680	16.4%	44,952	20.5%
45-54	51,632	19.4%	8,092	17.3%	43,540	19.9%
55-64	41,610	15.6%	7,804	16.6%	33,806	15.4%
65+	48,189	18.1%	10,076	21.5%	38,113	17.4%
Unknown	14,186		9,658		4,528	
<u>Flavor</u>						
Non-Menthol	275,557	98.7%	56,565	100.0%	218,992	98.4%
Menthol	3,579	1.3%	0	0.0%	3,579	1.6%
Unknown	1,118		0		1,118	
Total	280,254	100.0%	56,565	100.0%	223,689	100.0%
<u>Tar Level</u>						
Full Flavor	5,785	2.5%	0	0.0%	5,785	3.2%
Light/Flv Low	218,461	92.6%	56,394	99.7%	162,067	90.4%
Ultra/Extra	11,594	4.9%	171	0.3%	11,423	6.4%
Unknown	42,879		0		42,879	
<u>Length</u>						
<85's	50	0.0%	0	0.0%	50	0.0%
Kings/85's	119,341	50.2%	20,185	47.9%	99,156	50.7%
Longs/100's	117,495	49.4%	21,933	52.1%	95,562	48.8%
Extra longs	916	0.4%	0	0.0%	916	0.5%
Unknown	42,452		14,447		28,005	
<u>Buy Kind</u>						
Pack	52,555	24.5%	11,199	35.2%	41,356	22.6%
Carton	97,491	45.4%	11,872	37.4%	85,619	46.8%
Both	64,872	30.2%	8,710	27.4%	56,162	30.7%
Unknown	65,336		24,784		40,552	

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